ATTACHMENT B

Scope of Work (SOW) Instructions

A. Formatting Guidelines

- SOWs should always be in a Microsoft Word or Microsoft Excel document with minimum font size of 12.

- Each new Goal or Objective needs to address a level(s) of the Social Ecological Model (SEM) and Target Audience.

- On the second and subsequent pages of your SOW, column headings will not appear. Please copy and paste the column headings e.g. Activities through Timeframe onto the top of each page of your SOW.

- When adding Goals and Objectives, please copy and paste the Goal, Objective, and SEM level, from the first page and change text accordingly, to reflect the new goal/objective. Your target audience and level of SEM may change as well.

- The numbering sequence should be:
    - Goal 1, Objective 1, Activity 1;
    - Goal 1, Objective 1, Activity 2 etc.;
    - Goal 2, Objective 1, Activity 1, etc.;
    - Do not use decimals, dashes, bullets or other symbols to identify goals, objectives or activities.

- There must be a page break between new Goals and Objectives

- All text must be in the table cells, no paragraphs or notes with asterisks can be inserted at the bottom of the page. Each abbreviation used should be listed in the legend at the bottom of each page.

- The page numbering in the footer should start with “Page 4 of XX”.

B. Completion Guidelines

Goals
Every Scope of Work should address the two *Network* goals of: 1) increasing the consumption of colorful fruits and vegetables every day, 2) promoting daily physical activity as a part of a nutrition education activity/intervention. These should appear as goals in the SOW. You may have several objectives that support these goals.

Objectives
Objectives must directly relate to the SOW goals. Objectives guide activities and evaluation, by answering the questions who, what, when, where, and by how much. In most cases they should be written in terms of the target audience, not the agency, (exceptions: *Network* Infrastructure Objective).

Objectives are action-oriented statements that are **SMART:**
Specific: identifies a specific event or action that will take place;
Measurable: quantifies the amount of change to be achieved;

Achievable: realistic given available resources, time and the proposed activities;
Relevant: logical and relate to the goal; and
Time bound: specifies a time by which the objective will be achieved.

The *Network* defines two general categories of objectives, process and impact. While all objectives are specific and measurable, whether or not the objective is process or impact will determine what and how it is measured. Objectives should be stated as process or impact, not both.

Process Objectives
Process objectives state who (including how many people reached) will participate, what they will be doing, by when it will be done, and where an event will be held. Process objectives measure participation, track program activities and are useful for accountability. *No statement is made regarding producing change in the individual or the environment.*

Example: By September 30, 2007, 200 FSNE eligible residents of XYZ community will participate in five - ten community events, such as health fairs, farmer's markets, and swap meets occurring in qualifying *Network* census tracts.

Who, what, when, where, and by how much:	
Who	200 FSNE eligible residents of XYZ community
What	Participate in five - ten community events, such as health fairs, farmer's markets, and swap meets
When	By September 200__
Where	Qualifying census tracts of the XYZ community

To evaluate process objectives it must be demonstrated that the activities specified in the SOW were completed according to the specified time frame, and the specified number people were reached. This is done largely with activity tracking procedures. For more information on evaluating process objectives, please see Guidelines Manual, Section III, Subsection 501, and Evaluation Expectations.

Impact Evaluation Objective Guidelines
Network. Contractors are strongly encouraged to assess the impact of their interventions.
The impact objective must specify the outcome that will be measured. Outcomes include *factors* that influence fruit and vegetable consumption such as knowledge, preference, access, and self efficacy. (If one of the factors to be measured is knowledge then contractors must also measure change in at least one other factor. A sample Impact Evaluation Objective is included at the end of this document). Contractors must be able to describe how the outcome will be measured and choose a survey to measure change. This survey must be approved by the *Network*'s Research and Evaluation Unit. No contractor should develop a survey without the *Network's* approval.

In addition the Research and Evaluation Unit is requiring the following guidelines be followed for all impact evaluations. Impact Evaluations must have nutrition education interventions that reach the same individuals at least five times and from at least 50 individuals who complete both a pretest and a posttest.

Contractors are responsible for collecting and analyzing data from at least 50 individuals who complete both a pretest and a posttest. The results, data and standardized report must be submitted by July 31st of each year to the program manager and Research and Evaluation Unit, unless otherwise approved by the *Network*. Contact your Program Manager or the Research and Evaluation Unit for the current report template.

Many resources for evaluation can be found on the web. Contractors may access Network approved surveys at http://socialmarketing-nutrition.ucdavis.edu/tools/somarktools.php the Network's Impact Evaluation Handbook for LIAs at http://www.dhs.ca.gov/ps/cdic/cpns/research/default.htm. The latter has a detailed list of factors influencing behavior in Appendix A.

SAMPLE IMPACT EVALUATION OBJECTIVE FOR A THREE-YEAR SOW

Impact Objective: By Sep. 30 20xx, a sample of 4^{th} and 5^{th} grade students at intervention sites will report an increase in fruit and vegetable consumption and an increase in one or more factors related to fruit and vegetable consumption, such as knowledge, preferences, outcome expectations and self-efficacy.

ACTIVITIES	WHO IS Performing Activity	EVALUATION	TIMEFRAME (Month/Year)
1. Select survey materials and review evaluation plan with the *Network's* Program Mangers or Research and Evaluation Unit. Administer pretests to 4^{th} and 5^{th} graders at target sites prior to intervention and posttests afterwards to measure <u>change in factors</u> related to fruit and vegetable consumption. A minimum of 50 pretests and 50 posttests will be matched. Analyze data and write report for the *Network*.	Person responsible for evaluation	Submit report and data	July 31 of Year 1
2. Refine and increase rigor of the evaluation plan in concert with the *Network's* Research and Evaluation Unit. Administer pretests to 4^{th} and 5^{th} graders at target sites prior to intervention and posttests afterwards to measure <u>change in fruit and vegetable consumption and factors related to fruit and vegetable consumption</u>. A minimum of 50 pretests and 50 posttests will be matched. Analyze data and write report for the *Network*.	Person responsible for evaluation	Submit report and data	July 31 of Year 2
3. Refine and increase rigor of the evaluation plan in concert with the *Network's* Research and Evaluation Unit. Administer pretests to 4th and 5th graders at target sites <u>and control sites</u>[1] and posttests afterwards to measure <u>change in fruit and vegetable consumption and factors related to fruit and vegetable consumption</u>. A minimum of 50 Pre-tests and 50 Post- tests will be matched. Analyze data and write report for the *Network*.	Person responsible for evaluation	Submit report and data	July 31 of Year 3

[1]The control group should be included if at all possible but may be omitted if contractors don't believe they could get buy-in during the 3rd year

Infrastructure Objective

All contractors are required to include the Network Infrastructure objective and activities in their Scope of Work. Copy and paste the objective into your SOW. See the attachment or web site link titled "Infrastructure Objective".

Social Ecological Model (SEM)

Please check all the spheres of the SEM that apply.

Target Audience

All activities and materials conducted and/or developed under both State and Federal Match budgets must be targeted primarily to Food Stamp Program applicants and participants. However, projects may also include activities that benefit other low-income persons as long as at least 50 percent are Food Stamp Program clients, applicants, and other persons with household incomes at or below 185 percent of the Federal Poverty Level. Targeting data must be included in the Project Summary application (ATTACHMENT L). For the "Target Audience" line on the SOW, identify racial/ethnic groups targeted and specific age groups for each objective. The Project Summary will require more specific characteristics of your target audience(s).

Activities

Network funding can be used to provide behaviorally focused nutrition education, and physical activity promotion to Food Stamp Program applicants, participants and other persons living at or below 185% Federal Poverty Level. To ensure that proposed activities meet USDA guidelines for program funding, please review "Allowable and Unallowable Chart" on the application web site link. Allowable/Unallowable costs apply to both State and Federal Match budgets. *Network* Contract and Program Managers will assist you throughout the application process to identify activities that qualify for *Network* funding. (You are also encouraged to review the USDA Food Stamp Nutrition Education Plan Guidance at: http://www.nal.usda.gov/foodstamp/National_FSNE.html)

The activities should describe:

- <u>What will be done:</u> Briefly describe the nutrition education/physical activity promotion/nutrition assistance program promotion planned;
- <u>How much will be done</u>: Quantify the amount of work to be performed to justify the budget request. Contractors are encouraged to use ranges (e.g., three to five trainings). Indicate the length, frequency, and number of meetings, classes, trainings, etc. that will be conducted; and
- <u>Where the activities will occur</u>: Indicate the geographic location or site(s) where activities will occur, especially if the same activity will be conducted at multiple sites.

<u>If there are different audiences targeted for different activities, incorporate each audience for each activity as appropriate.</u>

See the sample SOW for specifics.

Who is Performing Activity

For each activity in the SOW please specify which staff will be working on the activity in this column. List staff by title or acronym for title e.g. PHN, RD, not name. Position titles and acronyms listed must be consistent with those listed in the Federal Match Budget Justification.

Evaluation

For more information on evaluation see Evaluation section of the RFA on page 19. The RFA provides explanation for specific project deliverables such as summary reports, summary of qualitative event evaluations etc. should be listed here. These products are submitted with annual final reports, unless otherwise noted (April 15 and October 15).

Timeframe

Specify an estimated timeline for the completion of each activity, including both month and year. Be consistent in the format of date documentation throughout the SOW and use the complete 4 digit representation for the year (200X).

Example: October 200X – September 200X or 10/20/XX – 9/20XX.
The following terms "ongoing, annual, annually, seasonal terms (e.g., Spring, Summer) "can not be used alone in the Timeframe column. If you use these terms, you must include the month and year the activity will be completed.

Legend

The DHS Contract Management Unit (CMU) requires that there be a Legend at the bottom of each SOW page, which includes the acronyms used for personnel positions and for the entire scope of work, not just the acronyms used on each individual page.

GOAL 1: To increase the fruit and vegetable consumption of South City FSNE eligible residents.

OBJECTIVE 1 (Process) : By September 30, 2007, a minimum of 200 FSNE eligible residents of South City will participate in nutrition education classes at South City health clinics.

SOCIAL ECOLOGICAL MODEL: _X__**Individual** _X__**Interpersonal: Social/Groups** ___ **Institutional/Organizational** ___ **Community**

TARGET AUDIENCE: RACE/ETHNICITIES 40% LATINO, 40% WHITE, 10% AFRICAN AMERICAN , 5 % AAPI, 5% OTHER AGE(S) 18 – 55 YEARS

ACTIVITIES	WHO IS Performing Activity (See Legend)	EVALUATION	TIMEFRAME (Month/Year)
1. Review and modify nutrition education materials for classes to ensure they are culturally appropriate. Revise participation satisfaction surveys for class participants. Revise data collection/analysis forms.	RD, CHW	File of class nutrition materials	10/2006 – 11/2006
2. Schedule classes at qualifying clinic sites. Classes will be held at Stoneman, Lake and Vista clinics.	CHW	Class schedules	12/2006
3. Publicize classes through neighborhood organizations, Laundromats, and radio.	CHW	Flyers, radio scripts	12/2006 – 3/2007
4. Conduct classes at clinic sites. Classes are conducted in English, are approximately 30 minutes in length, with 6 classes in a series. There will be 4 series throughout the year. Classes are interactive, hands-on, and include information on shopping, preparing easy, nutritious foods, food safety, and other topics requested by the participants.	RD, CHW	Sign in sheets, Lesson plans	1/2007 – 6/2007
5. Conduct participant satisfaction surveys. Compile survey results. Report findings in Network Final Report.	CHW, RD	Survey Results	9/2007
Legend: RD = Registered Dietitian; CHW = Community Health Worker			